FPT CULTURE/HERITAGE AND TOURISM INITIATIVE

Aboriginal Cultures and Tourism Working Group

ANALYSIS OF THE 2004 IPSOS-REID PUBLIC OPINION POLL: PUBLIC VIEWS REGARDING ABORIGINAL PEOPLES

November 2005

Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative

Background

- The Federal-Provincial-Territorial Culture/Heritage and Tourism Initiative (FPTTI) was officially launched in November 2003 as a two-year pilot project that ended in October 2005.

- This partnership between all provincial and territorial ministries responsible for Culture and Heritage and the Department of Canadian Heritage is co-chaired by Manitoba and New Brunswick.

- Three working groups were created to implement this initiative:
    - The Aboriginal Cultures and Tourism Working Group (led first by Alberta and then Saskatchewan);
    - The Building Market-Readiness Capacity Working Group (led by Ontario); and
    - The Economic Benefits Distribution Research Working Group (led by British Columbia).

Products

- The Initiative's aim is to support partnering jurisdictions in ensuring their culture/heritage stakeholders are able to become active in tourism on their own terms.

- The products to date reflect input from each jurisdiction.

- These products were created to stimulate discussion and create opportunities for dialogue between culture, heritage and tourism counterparts.

- The FPTTI partners are responsible for disseminating the products and key messages within their jurisdictions as they deem appropriate.

- The FPT Culture/Heritage and Tourism Initiative Coordination Office is prepared to respond to requests. They can be contacted at FPTTI@pch.gc.ca

Benefits of the FPTTI

- Continued collaboration with tourism counterparts on culture/heritage-driven projects creates opportunities for increased information sharing and strategic partnerships. The FPTTI will continue to develop the tools and information that will enable FPT culture/heritage ministries to:

    1) Provide leadership on cultural and heritage aspects of tourism-related policy;

    2) assist the culture/heritage sector to build capacity in tourism; and,

    3) create and promote understanding that the promotion, retention, and support of Canada's cultures and the sustainability of tourism are mutually reinforcing.

Introduction

As part of a federal-provincial-territorial initiative to better understand and improve the relationship between culture/heritage and tourism, the Aboriginal Cultures and Tourism Working Group was formed to develop tools to strengthen the relationship between the Aboriginal culture and heritage sectors, and other tourism stakeholders at the federal, provincial and territorial levels. The working group is currently involved in a variety of research projects that will lead to a better understanding of the full range of impacts tourism can have on the sustainability of Aboriginal communities' economy, cultures and heritage.

Aboriginal Peoples and Tourism

Tourism is an increasingly significant area of interest for Aboriginal peoples in Canada because of its potential impacts, be they economic, social or cultural. In 2000, a total of 1,196,000 Canadians participated in Aboriginal-related activities and over 3 million travelers (just over 15% of the domestic market) exhibited interest in vacation activities related to Aboriginal peoples *(Aboriginal Tourism Report, 2001).* [i]

Products linked to Canada's Aboriginal peoples provide opportunities to blend outdoor and cultural experiences sought by both international and domestic tourists. Participation rates in these types of activities are relatively low at present, but are higher among culture and outdoor tourists than the general traveling public. There is clear opportunity for growth in this niche *(Aboriginal Tourism Report, 2001).*

A projection to 2025 of trends on Aboriginal related-tourism activities revealed that the outdoors will become less of a draw for those visiting Aboriginal communities and tourists will be increasingly attracted to cultural and heritage activities and events *(Impacts of Ageing the Canadian Market on Tourism in Ontario, 2003).*

An analysis commissioned by Aboriginal Tourism Canada estimated that the total economic impact of tourist expenditures on goods and services supplied by Aboriginal businesses, excluding casinos, was $862 million in 2001. Paid employment was calculated at 11,000 full-time equivalent jobs. If tourists' spending at casinos that are owned and operated by Aboriginal peoples were included, the estimated total impact climbed to almost $2.9 billion and 23,000

full-time equivalent jobs *(Aboriginal Tourism in Canada, Part 1: Economic Impact Analysis).*

While most tourism-related discussions focus mainly on the economics of tourism, it is important to note that tourism is much more than a revenue generator: it can play a role in fostering creativity, reinforcing identity and social cohesion and improving cross-cultural understanding.

Many Aboriginal communities are beginning to see tourism as a "means to promote better understanding of their history, culture, and values, as well as a means to preserve and build interest amongst their people in preservation and revival of their culture and language." *(Aboriginal Tourism in Canada, Part 1: Economic Impact Analysis)*

"Tourism with a cross-cultural or heritage component is associated with Canadians' image of their country on key attributes. For example, there is evidence to suggest that taking pleasure trips with an Aboriginal cultural component is consistent with enhanced images of Canada's Aboriginal cultures among those Canadians who have taken such a trip recently." *(Rogers, Opening the Dialogue: Tourism & Cross-Cultural Understanding Among Canadians, 2001)*

With the projected increase in volume of tourists interested in Aboriginal-related culture and heritage places and events, Aboriginal communities must become aware of the opportunities and challenges of their involvement in tourism.

In order to understand non-Aboriginal Canadians' interest in experiencing Aboriginal cultures through travel, the Aboriginal Cultures and Tourism Working Group identified a need to better understand domestic tourists' motivations and expectations vis à vis Aboriginal sites and experiences.

Based on information gathered from an Ipsos-Reid survey on Canadians' views regarding Aboriginal peoples, the working group hopes to uncover some of the hurdles that may be limiting the possibilities for increased interaction between Aboriginal and non-Aboriginal Canadians through travel.

This report provides an overview and analysis of the results of this research.

Methodology

In 1990, Ipsos-Reid initiated the first-ever syndicated survey regarding public views of Aboriginal Peoples. Over 14 subsequent years, they were able to present a comprehensive picture of Canadians' views of Aboriginal issues.

The core survey asked questions regarding the following themes:

- Awareness and Knowledge of Aboriginal Issues
- Perception of Aboriginal Peoples
- Views on Aboriginal Culture
- Views on Racism and Discrimination Against Aboriginal Peoples
- Views on Land Claims, Self-Government, Treaty Rights, Priorities and Satisfaction with Government Performances, and Confidence and Concerns

In July and August 2004, data was collected through telephone interviews conducted among a representative cross-section sample of 3,600 Canadian adults. The survey data was statistically weighted to adjust for the sample structure.

Key Findings

Canadians report that they are aware of Aboriginal issues and are generally sympathetic to Aboriginal concerns

Over half of the respondents agree that they have an understanding of Aboriginal peoples and their cultures. This response rate is similar for questions regarding: an understanding of Aboriginal peoples and their contribution to Canada; Aboriginal cultures as vital to day-to-day life in Canada; and that strengthening Aboriginal cultures and languages will help Aboriginal Peoples play a more productive role in Canadian society.

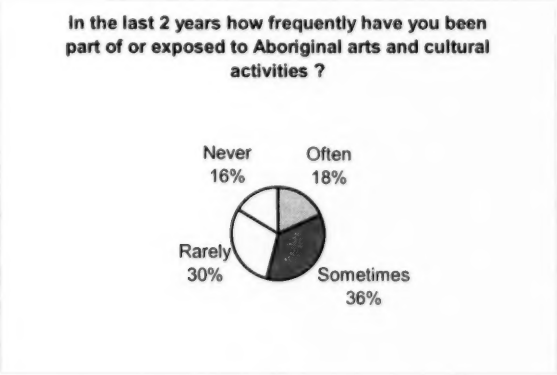
Seventy-seven percent of respondents feel that there is a great deal to learn from Aboriginal heritage, culture, and the unique relationship between Aboriginal Peoples and the land.

Almost two-thirds of respondents feel that they are generally sympathetic to Aboriginal concerns.

Over two-thirds of the respondents also acknowledge that Aboriginal culture not only contributes to Canadian society, but is also an integral part of domestic and international tourism.

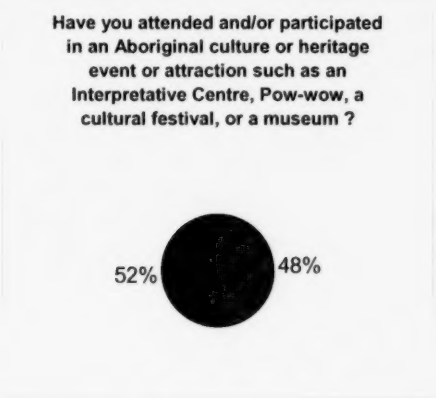
The majority of respondents have been exposed to Aboriginal arts and cultural activities

Most Canadians (84%) have had some exposure to Aboriginal arts and cultural activities sometime during the past two years.


In the last 2 years how frequently have you been part of or exposed to Aboriginal arts and cultural activities ?
Never 16%
Often 18%
Rarely 30%
Sometimes 36%

Less than half of the respondents have attended an Aboriginal cultural or heritage event, yet three-quarters report they are likely to attend in the future

Attendance and/or participation in an Aboriginal cultural or heritage event in the past three years is almost evenly divided between yes (48%) and no (52%).

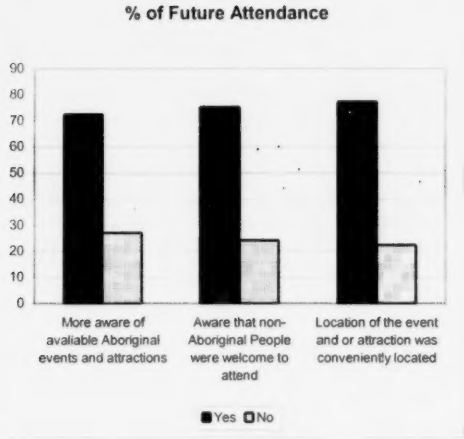

Have you attended and/or participated in an Aboriginal culture or heritage event or attraction such as an Interpretative Centre, Pow-wow, a cultural festival, or a museum ?
52%
48%

When looking at attendance and/or participation rates of those with different income and education levels, 58% of university graduates as opposed to 34% of people with less than a high school diploma attended and/or participated, and 57% of those with an income over $60,000 in contrast to 42% of those with incomes under $30,000 attended and/or participated.

Those from western Canada are more likely to report that they had attended and/or participated in an event or attraction than central or eastern Canada. (61% British Columbia, 63% Alberta, 58% Saskatchewan, 55% Manitoba, 48% Ontario, 36% Quebec, 37% Atlantic Region)

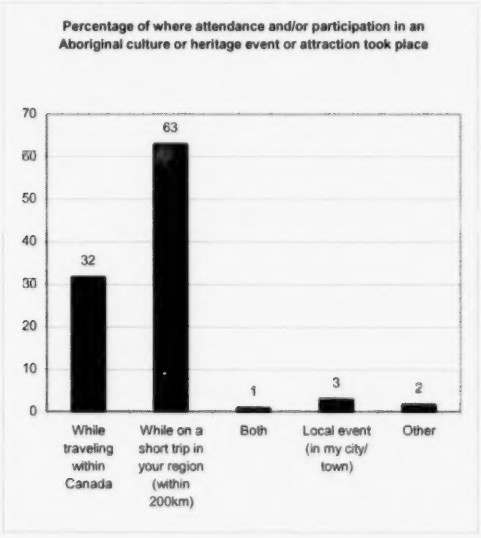
Potential interest in Aboriginal attractions and events is high

Almost three quarters of respondents reported that: they would be more likely to attend an Aboriginal cultural or heritage event if there was increased awareness of such events; if non-Aboriginal people were aware that their presence was accepted and in some cases encouraged; and the location of the event/and or attraction was easily accessible.



Respondents seek out Aboriginal attractions and events that are within their region

Almost two-thirds of attendance and/or participation in events or attractions takes place while on a short regional trip (63%), rather than a longer trip within Canada (32%), or at a local event (3%).

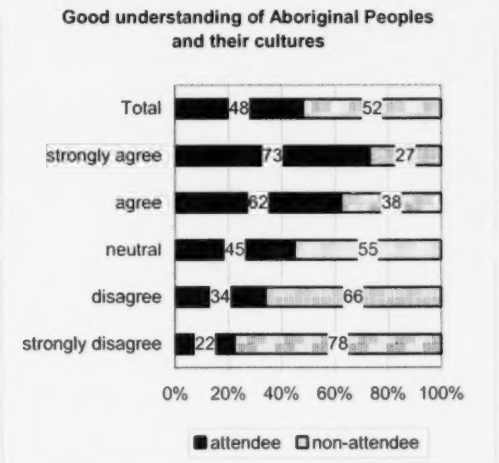


General interest in Aboriginal cultures and heritage is the main motivator for attendance and participation

General interest in Aboriginal culture and heritage (45%) was the most frequently reported reason stated for participating in Aboriginal culture. Twelve percent of respondents also indicated that they participated as part of an activity that was organized by school/work/relative etc., others stated that they participated while traveling through the area at the time of the event (10%). Seven percent had a general curiosity and thought it might be interesting, while only 6% were motivated by a desire to educate themselves and gain a better understanding of others.

Attendees and/or participants have more favourable attitudes towards Aboriginal peoples and their concerns

Of those who have often been exposed to Aboriginal arts and cultural events sometime during the past two years, 34% strongly agree that they had an understanding of Aboriginal peoples and their cultures, as opposed to only 10% of those who are sometimes exposed, 6% who are rarely exposed and only 5% of those who are never exposed.



Those who had previous exposure were two and a half times more likely to feel that they had a good understanding of Aboriginal Peoples and their contribution to Canada.

Seventy percent of those with exposure to Aboriginal arts and cultural activities agree that Aboriginal arts and cultures play an important role in Canada's

tourism industry, both domestically and internationally, as opposed to only 58% of those who were not exposed.

Those who often attended and/or participated agree more strongly than non-attendees that Aboriginal cultures are seen to be a vital part of day-to-day life in Canada.

Those who attended/and or participated often are almost 50% more likely than non-attendees to feel that helping Aboriginal peoples to strengthen their cultures and languages will help Aboriginal peoples play a more productive role in Canadian society.

In general, 60% of respondents reported that they were sympathetic to Aboriginal concerns. When looking at those who had previously attended and/or participated in an Aboriginal-related event, 62% were very sympathetic as opposed to only 38% of those who had not attended.

Those who were sympathetic to Aboriginal concerns were five times more likely to attend and/or participate than those who did not attend and/or participate.

Those who were often exposed were twice as likely to report that they have become more sympathetic towards Aboriginal concerns than those who were never exposed.

Canadians who were exposed to Aboriginal cultures and heritage attended more events and attractions

Ninety four per cent of those who have previously been exposed to Aboriginal arts and culture had attended and/or participated in an Aboriginal culture or heritage event or attraction, as opposed to 6% of those who have never been exposed.

It was reported that the majority of those who had often and sometimes attended and/or participated did so while they were on a short trip within their region. Those who rarely attended were more likely to do so while traveling away from their home, but within Canada. This suggests that those with exposure to Aboriginal cultures and heritage are more apt to seek out Aboriginal-related activities regionally than those with little exposure.

It is interesting to note that 80% of those who are often exposed to Aboriginal arts and cultural events or attractions reported that they were more likely to attend if they were more aware of events and attractions as opposed to only 50% of those who had never been exposed.

Eighty-eight percent of respondents from eastern Canada reported that they would be more likely to attend and/or participate if they were more aware of Aboriginal events and attractions, as opposed to 74% of people from British Columbia, 80% from Alberta and 64% from Saskatchewan.

Conclusion

The majority of respondents indicated that they are aware of Aboriginal issues, are generally sympathetic to Aboriginal concerns, and have been exposed in some way to Aboriginal arts and cultural activities.

While two-thirds believe that Aboriginal peoples contribute to domestic and international tourism, less than half of the respondents have attended an Aboriginal culture or heritage event, although three-quarters report they are likely to attend in the future if certain conditions were met.

Due to a general interest in Aboriginal cultures and heritage, respondents were motivated to seek out Aboriginal attractions and events that were within their region.

When looking at attendees and/or participants in Aboriginal cultural and heritage events and attractions, their responses suggest that those with increased exposure have more understanding, were more sympathetic, and held more favourable attitudes towards Aboriginal peoples and their concerns.

Research suggests that familiarity with Aboriginal cultures and heritage leads to increased interest in seeking out Aboriginal-related experiences. This result is important to note, given that preliminary research suggests that tourism could be utilized as a tool to promote cross-cultural understanding. In other words, exposure to Aboriginal peoples and their cultures may set the pre-conditions for increased interaction between Aboriginal and non-Aboriginal Canadians through travel.

Appendix A

Q1. During the past three years or so, have you attended and/or participated in an Aboriginal culture or heritage event or attraction such as an Interpretative Centre, Pow-wow, a cultural festival, or a museum?

No [SKIP to Q4]
Yes [Continue]

Q2. *Did you do so….*

While traveling within Canada or
While a short trip in your region (within 200km)
Other

Q3. What would you say was the main reason why you did participate/attend? [DO NOT READ – Pre-Codes]

Have a general interest in Aboriginal cultures and heritage
Activity was organized by school/work/relative etc
Was traveling through the area at the time of the event
Other

Q4. Would you be more likely to attend and/or participate in an Aboriginal culture or heritage event or attraction if…. [YES / NO]

a) You were more aware of Aboriginal events and attractions available
b) You were aware that non-Aboriginal people were welcome to attend
c) The location of the event and or attraction was conveniently located

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[i] It is important to note that there is little research to support that displaying an interest in experiencing Aboriginal-related tourism translates into actual demand. Picher Merridy, 'Choice and Control: The Development of Indigenous Tourism in Australia, Centre for Indigenous Natural and Cultural Resource Management, Northern Territory University and Cooperative Research Centre for Sustainable Tourism